

Wethersfield Tourism Commission

Special Meeting Minutes

Tuesday January 24, 2012 5:30 pm
Town Hall, Basement Level, Conference Room 2

- 1) Call to order – Chair Traczyk called the meeting to order at 5:30 pm
- 2) Roll call (5 members required) – Members in attendance – Traczyk, Aforismo, Munroe, St. Onge, Ford, McHugh.
- 3) Approval of Minutes – Elaine St. Onge motioned to approve the minutes of the October meeting, Mrs. Aforismo seconded the motion and the vote showed all members in favor.
- 4) Open issues (Old Business)
 - a) CT Culture & Tourism Cooperative Marketing Challenge Grants – Chair Traczyk reported that the Town Manager's Office has advised that they have been delayed with the release of the web site rfp. As a result an extension for the grant must be requested as it appears at least a 6 month timeframe will be required. Dorcas McHugh also reported that she had spoken to the Town Manager about the delay and asked for some assistance. Peter Gillespie reported that there are other aspects to the grant including work contracted to the Pita Group for rack cards and mailers that still need to be completed. Additionally, the grant payment from the State has not yet been received. Chris Traczyk will contact the Town Manager's office to get an estimated timeframe for the remaining web site work.
 - b) Certified Local Government – Chris Traczyk reported that she is waiting for a response from the State to determine if the program will be beneficial for Wethersfield.
- 5) New Business
 - a) Photographs – Photo contest – Dorcas McHugh reported that the EDIC has agreed to designate \$250 for prize money for the contest. The details of the contest are scheduled to be completed in mid February and submissions are due in April. Peter Gillespie will distribute the final details electronically to all members for comment.
 - b) Annual Report – Chris Traczyk stated that she would like to give the Annual Report to Town Council at the February 21 meeting.
- 6) Reports – Affiliate Commissions/Organizations
 - a) Economic Development & Improvement Commission – D McHugh reported on the December Salute To Business, various ribbon cuttings, the January 31 POCD public meeting and the success of the Holidays on Main Street event.
 - b) Central CT Culture & Tourism - G. Munroe reported that activity is quiet.
 - c) Greater Hartford Convention & Visitors - C. Hall – The number of events at the Convention Center appears to be picking up.

- d) OW Shopkeepers – C. Ford reported that the shopkeepers have elected Magie Longey as the new president of the association and dues have been reduced.
 - e) WHS – Elaine St. Onge reported on the upcoming lecture series, Taste of Wethersfield and the Keeney Kid's Day.
 - f) WDS – Katie Sullivan – Peter Gillespie reported that the WDS is undertaking a strategic planning process and has scheduled interviews with stakeholders.
- 7) Other Business
- a) Plan of Conservation and Development Meeting – Charlie Ford suggested that all members attend the January 31 meeting at the Community center. Mr. Ford stated that he has received comments that some residents are concerned that the planning process would not result in meaningful results and pointed to the recent lack of follow up with the Preserve America plan.
 - b) 2012 Visitor's Guide – Chris Traczyk suggested that until a new ad is prepared it may be appropriate to skip placing an ad in the Guide this year. Elaine St. Onge motioned not to place an ad this year, Dorcas McHugh seconded the motion and the vote showed all members in favor.
 - c) Stakeholder's Meeting – November – Chris Traczyk reported on a well attended meeting and a desire to have a February follow up meeting on the 16th at 8:30 am at the Keeney Center.
 - d) Wayfinding Signage – Peter Gillespie reported that the signs are being fabricated with installation planned as the weather permits. Chris Traczyk reported on the onion design and possible discussions about use of the onion for fundraising.
 - e) Holiday Trolley – Dorcas McHugh commented upon the success of this privately funded initiative over the Holiday season.
 - f) Group Tours – Charlie Ford reported on a recent article in Group Tours magazine about the changing demographics of group tours. Peter Gillespie will distribute the article to all members.
- 8) Adjournment – Elaine St. Onge motioned to adjourn the meeting at 6:20 pm, Dorcas McHugh seconded the motion with all members voting in favor.

Respectfully Submitted

Peter Gillespie

Town Planner/Economic/Development Manager